

November 12, 2020



## News to know

### Search Engine Land

Facebook Ads has earned a reputation for being particularly glitchy and unpredictable. Over the past 12 to 18 hours, many advertisers experienced issues with temporary ad disapprovals and accounts being disabled.

“This is the second widespread bug that we’ve seen impact Facebook campaigns in the last 4 weeks. The most recent bug caused multiple accounts (across various verticals) to receive ad disapprovals starting around 6pm Central Time yesterday,” Zenia Johnson, account lead at performance agency 3Q Digital, told Search Engine Land Friday.

[Click here to read more.](#)



3 considerations for brand messaging in moments of discord

What a year. A pandemic and its rising toll. The fight for racial equity and a long overdue influx of activism and attention. Missed celebrations and family traditions. Looming economic uncertainty. And in the U.S., a cherry on top: an election season that’s been anything but normal.

[Click here to read more.](#)

# GIZMODO

If you're doom scrolling through your newsfeeds on an older Android phone, it might be time for an upgrade. One of the world's top certificate authorities warns that phones running versions of Android prior to 7.1.1 Nougat will be cut off from large portions of the secure web starting in 2021, Android Police reported Saturday.

[Click here to read more.](#)

The Engadget logo, featuring the word "engadget" in a white, lowercase, sans-serif font on a black rectangular background.

Here's everything Apple announced at its M1 Mac event

Apple's "One More Thing" event was all about gadgets larger than an iPhone 12 Pro Max, powered by a piece of technology smaller than an iPhone 12 Mini. CEO Tim Cook and co. unveiled Apple's M1 chip and a lineup of devices that will use it, including the new Mac Mini, MacBook Air and MacBook Pro.

[Click here to read more.](#)

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The "worst" number?



Arby's stunt campaign for its "\$5 Missing Menu Meal" show how brands can harness trending videos on TikTok into their marketing efforts. The fast food chain so far has received a favorable response from its interactions with @h1t1, including millions of views and thousands of positive comments such as, "It's official, Arby's has the best TikTok," and "Literally this makes me want to try Arby's."

[Click here to read more.](#)



Facebook Unifies 'Conversational Commerce' for SMB Marketing

One of the less-discussed marketing channels for SMBs (and all businesses for that matter) is messaging. Previously the domain of push-based SMS marketing, the format got a bad name because of the invasion of a channel held sacred by many consumers. But that has changed to some degree in the age of messaging apps.

[Click here to read more.](#)



Covid vaccine: How will we keep it cold enough?

News about the world's first successful trial of a coronavirus vaccine was greeted with jubilation on Monday.

But while there are a number of reasons to remain cautious, there's at least one one big practical hurdle to overcome.

[Click here to read more.](#)



How Much Was Spent On Political Advertising? One Firm Pegs It at \$8.4 Billion.

States are still counting votes in the 2020 elections and the same goes for analysts that track the ad dollars spent to influence voters. It may be a while before the final numbers are tabulated but two firms have released some early totals. Advertising Analytics pegs the grand total for all media, all races, at \$8.4 billion with \$3.0 billion spent on the presidential race alone.

[Click here to read more.](#)

Facebook extends its temporary ban on political ads for another month

The election is settled, but the nation is far from it.

Before Election Day in the U.S., Facebook hit pause on all political and social issue ads.

At the time, the company made it clear that the precautionary measure designed to turn off one potential faucet of misinformation would be temporary, but it couldn't say how long the policy would remain in effect.

[Click here to read more.](#)

The logo for Marketing Dive, consisting of a stylized 'D' inside a circle followed by the words 'MARKETING DIVE' in a bold, black, sans-serif font.

## MARKETING DIVE

Sam's Club plays on Hugh Jackman, Ryan Reynolds' feud for charity

Ryan Reynolds and Hugh Jackman are reigniting a decade-long friendly feud for a charitable effort this holiday season. The actors are partnering with Sam's Club on a competition that in the end will raise funds for the SickKids Foundation and Jackman's Laughing Man Foundation, according to details emailed to Marketing Dive.

[Click here to read more.](#)



Pinterest is Working on Weighted Ad CTR Measurements to More Accurately Represent Performance

Pinterest has outlined a new process that it's developed which looks to provide a more accurate reflection of ad performance than basic click-through rate data, which Pinterest says "suffers from some serious shortcomings".

[Click here to read more.](#)



Google curtails free photo storage, pushes users to buy more space

Alphabet Inc's GOOGL.O Google will start limiting how many high-quality photos users can

store on the company's cloud back-up service starting next June, it announced on Wednesday, in a move that could help protect profit margins.

[Click here to read more.](#)



Resilient businesses have an emergency preparedness plan ready for any crisis. Here's what it should include.

Businesses have undoubtedly learned many hard lessons this year, but maybe the biggest is the need to be prepared for anything at any time, even something as unprecedented as a pandemic.

According to a survey conducted by the Society for Human Resource Management (SHRM) in April, 34% of employers didn't have an emergency preparedness plan before the pandemic, and 53% of companies with a plan are revising them because of the coronavirus.

[Click here to read more.](#)

## GIZMODO

AMD put on one hell of a show-stopper when it revealed all the details about its next-gen processors earlier this month. And it's done it again with its full-reveal of its next-gen graphics cards today. This may very well be the generation of AMD hardware that finally puts it neck-and-neck with its competitors, not just slightly behind in a close second.

But not content to just talk about its upcoming graphics cards, which have some interesting architectural changes, AMD also announced a boatload of new software and features that strengthen its ecosystem—and maybe even offer a little incentive to go all AMD on your next build.

[Click here to read more.](#)



Twitter Launches New 'Carousels' Ad Format Option

Yesterday, Twitter announced a new addition to its ad format options: Carousels. With the launch of Twitter's new Carousels format, marketers can now add up to six images or

